

# Johanson Transportation Service keeps Big Happie Hair, Inc. smiling with on-time deliveries and snag-free imports.

**CHALLENGE:** Managing inbound and outbound deliveries with less dock space.



When Kelly Fitzpatrick, CEO of Big Happie Hair, Inc. came up with the idea for a women's hair volumizing insert, she patented Bumpits® and

it soon exploded in popularity overnight. Overwhelmed with product demand, she licensed a segment of the business to a company to handle the distribution of Bumpits to thousands of the nation's large retail chains such as WalMart, Walgreens, and Target. By licensing out a large chunk of the retail and internet volume, yet keeping a portion of the business, they greatly reduced the demand for orders fulfilled from their Reno, NV distribution center/warehouse. As part of that move,

**"I'm a stickler about timeliness so when it comes to getting my products, I don't have patience for tardiness.**

**JTS is always on time and makes sure every shipment is carefully scheduled to be received and picked up on our docks so there are never any delays or a backup with meeting our customer's shipping expectations."**

▶ **KELLY FITZPATRICK, CEO**  
**BIG HAPPIE HAIR, INC.**

would be palletized and shipped out to their three biggest retail customers' distribution centers. Smaller orders would also be shipped from this location.

## SOLUTIONS

**Ocean Freight, Drayage, Customs Clearance:**



The Sacramento-based JTS International Team now coordinates import services to bring product into the U.S. via ocean freight. Product is shipped

in Full Container Loads from the Port of Yantian, and arrives at the Oakland, CA port where it undergoes customs clearance. JTS handles the origin paperwork and coordinates the drayage to Reno.

JTS foresees issues and responds immediately if problems arise. For example, when BHH moved facilities from Santa Cruz to Reno, several orders were already on their way to the U.S. JTS rebooked the drayage at the last minute and still delivered on time.

JTS walked Big Happie Hair, Inc. through each step in the complex import process from bonds and duties to customs paperwork.

"I never knew a thing about customs, and the people at JTS were very patient about explaining all the forms and costs associated with importing our products. They made it really easy" says Kelly Fitzpatrick.



**Domestic Truck Service:** JTS also provides outbound Truckload and Less-than-Truckload service to pick up pallets from Reno and deliver them to Sally Beauty Supply, Claire's Stores, Inc. and Ulta® Beauty warehouses around the country to fill shelves at their thousands of retail stores.

## RESULTS

Big Happie Hair, Inc. CEO Kelly Fitzpatrick reports their company has had no backups, no tardiness, and no lost profits due to shipping in the year of doing business with JTS.

"JTS always looks out for us and makes everything go perfectly smooth", Fitzpatrick says.

Because JTS helps with all origin paperwork and communicates with the suppliers directly on the client's behalf, it saves a lot of time and hassle in dealing with the customs process.



**"Even if you're a beginner, JTS will make you an expert. We never dreamed we'd learn so much about customs paperwork."**

▶ **KELLY FITZPATRICK, CEO**  
**BIG HAPPIE HAIR, INC.**

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